

**Main Street Minutes**  
**June 19, 2018**  
**8:00 – 9:00 a.m.**

**Members Present:**      Cam Williams      Jolene Dingler      Patsy Gullett  
                                 Len Gough      Vicki Turner

**Members Absent:**      Mike Hofrichter      Cathy Cochran  
                                 Abby Bradley      Glenn Gresham

**Ex-Officio Members Present:**      Brian Wismer

**Ex-Officio Members Absent:**      Ray Gibson

**Staff Present:**      Joyce Waits      Julie Herbert

**Guest:**      Kim Schones – Interim President for the Fayette County Chamber of Commerce,  
                                 Nate Glass and Daniel Bowman – Malt Maker Media, LLC

**Call To Order:**

Williams called the June 19, 2018 meeting to order.

**Minutes:**

Motion by Gough and seconded by Turner to approve the April 17, 2018 Meeting Minutes. Motion carried unanimously.

**DCA Monthly Report:**

Wismer gave the DCA monthly report for the month of May. Wismer stated the following:

- The City closed on the Board of Education property on Wednesday, June 13. Wismer stated that the BOE will continue to conduct business at the present location until the end of the year, or as late as February 2019. In the meantime, site work planning will start. Wismer stated that they will release an RFQ to help design the new City Hall.
- Wismer also stated that an RFP has been sent out in order to seek developer interest at the 195 Stonewall property. The RFP was sent to a targeted list of 30 groups.

- Wismer stated that he spoke to the Kiwanis Club and they are interested in having a barbeque event in September. Currently waiting on more details.
- Wismer stated that one of the goals listed at the Strategic Planning meeting was to have a MSTA representative report Main Street information to the Fayette County Board of Commissioners at one of their meetings. The next meeting is scheduled for July 26 and Williams or Hofrichter have previously agreed to attend.

Gough stated that in the “Bi-Weekly” City Newsletter” Main Street was mentioned that they had been re-accredited. Gough referenced the Georgia Downtown Association meeting with Wismer and Waits from earlier this year and the staff seemed very impressed with our program.

### **Fayette County Chamber of Commerce:**

Schones stated that a group is engaged in the search to find a new President and CEO for the Chamber. Schones stated that a decision should be made by the end of June.

Schones stated that for the month of May:

- There were several ribbon cuttings
  - Blackjack Paving
  - Brand Mortgage

Schones also stated the following:

- Officials Appreciation Dinner took place on June 11 thanking all elected officials and public servants.
- Heartis will have their ribbon cutting on Thursday, June 28. Schones stated that they did a lot of their marketing before starting to build.
- Community Event scheduled for June 30
- “Clothes Less Traveled” located in Peachtree City - 2017 Non-Profit of the Year will have a Business After Hours – 5:30 – 7:00 p.m. on June 28
- Fayette Senior Services will celebrate 40 years in July

### **City Report:**

Wismer stated that the following:

- City Council will have the first reading of the new budget on Thursday, June 28.
- Wismer also stated that an update on the Folia mixed use development will also be discussed at the Council meeting. Turner stated that there are a lot of homeowners against this project.
- City Hall project is going forward now that the FCBOE property has been sold to the City. Williams asked Wismer what will happen to the current City Hall once the new City Hall is built. Wismer stated that the City could entertain many options, but will look more closely at it after new building is under construction.

### **Promotions:**

Waits stated that the Promotions Committee will be meeting after the Main Street meeting and they will be discussing the following:

- New Tri-Fold Calendar of Events
- Spotlight Series (Movie) sponsored by Pinewood Atlanta Studios originally scheduled for September at the Southern Ground Amphitheater will now be moved to the Historic Courthouse Square and will be shown on September 28.
- Waits stated that the committee will discuss the “Taste of Fayette” and go over ideas for next year, and address issues from this year.
- Postcards – Turner and Gullett have submitted color drawings
- Lunch on the Lawn Sponsor for June is Prime Rental and Bridal Events; live music and food.

### **Old Business:**

There was no Old Business to discuss

### **New Business:**

Wisner introduced Nate Glass and Daniel Bowman from Malt Maker Media, LLC and stated that they have been developing the new Main Street website. The website was presented to the board and Bowman stated that they are about 2 – 3 weeks of the website going live. They stated the following:

- Glass stated that they will be sending out a form to each of the restaurants and retail businesses to get information so that they can use this under the “Dining and Shopping” feature on the website.
- Gullett stated that it would be a good idea to add the history of Main Street. Bowman agreed.
- Wisner stated that once the website has been launched, it would be a good idea to present this at one of the County Commissioner’s meetings. This would be an excellent way to show the County and citizens what Main Street is doing.
- Bowman and Glass stated that they welcome any suggestions or thoughts; adding in older pictures is a good idea, and also meeting with Carolyn Cary, local historian. Bowman suggested to finish out what has already been built on the website, then start on the history page.
- Also presented was different ways that the new Main Street could be used; screen printing shirts; embroidered shirts; name tags, business cards, etc.

Wisner stated that a “photo shoot” by Malt Maker Media has been scheduled for Monday, June 25. At this time, they have hired actors, however they are also looking for volunteers as well.

Wisner also presented to the board the completed “video” of the Upper Deck VIP area at the Southern Ground Amphitheater. Wisner will use this video to market the area and to get additional sponsors.

**Adjourn:**

Motion by Turner and seconded by Gullett to adjourn the meeting. Motion carried unanimously.

Respectively submitted,

Joyce Waits